



BRAND IDENTITY GUIDELINES

The objective of these guidelines is to protect the integrity of Angel Charity’s name and logo which since 1983 has been recognized as one of Pima County’s most trusted and foremost provider of funding to improve the quality of life for children in our community. Brand consistency is the key to build and ensure Angel Charity’s legacy.

LOGO USE

The Angel logo is available in a variety of formats – horizontal, vertical, color, black/white, with or without tagline. Only the provided formats may be used and may not be modified in any way.

All communications and collateral materials associated with Angel Charity must include its logo. All artwork using the Angel Charity logo must be reviewed and approved by the Communications Chair and Leadership prior to production.

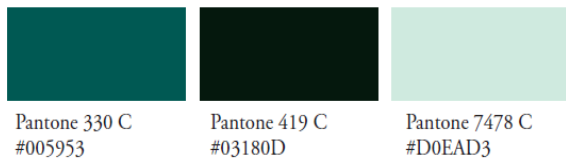
COLOR

- The Angel logo may only be used in **gold, black or white**. No other colors may be used.
- The gold in the Angel Logo is a special effect. Do not substitute with a PMS color.
- Select the appropriate logo color for intended print document. For example, do not use the gold logo, then print in black/white.

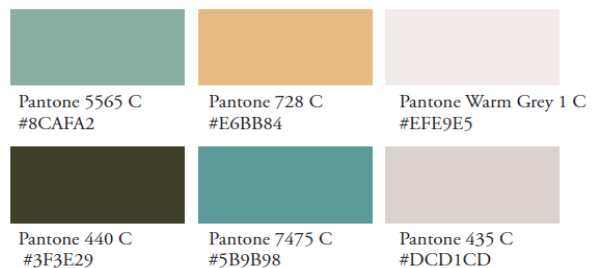
ANGEL CHARITY BRAND COLORS AND FONTS

The following colors and fonts are available for use in designing print, digital, signage, display and other Angel Charity-related materials.

Primary Color Palette



Secondary Colors Palette



Headline/Main Font: Garamond

AaBbCcDdEeFf
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Body Font: Open Sans

AaBbCcDdEeFf
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Effect Script: Dancing Script

AaBbCcDdEeFf
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

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